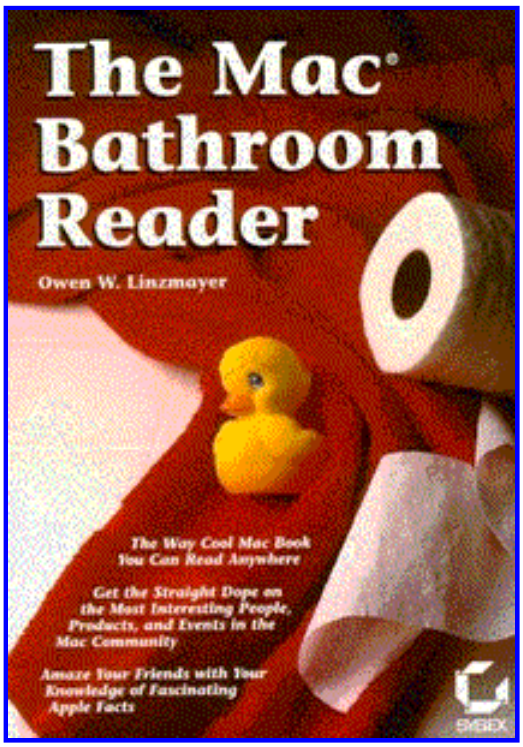
OWEN INK

The Mac Bathroom Reader

Please be advised that much of the material from**The Mac Bathroom Reader** appears in my latest book, **AppleConfidential**, but has been thoroughly revised, completely redesigned, and greatly expanded to cover every major event, personality, and product from Apple's inception to present day. As such, I am no longer selling **The Mac Bathroom Reader** via mail order, but it is still in print and available at Amazon.com. If you really want to buy a copy of **The Mac Bathroom Reader**, be my guest, but I highly recommend pre-ordering your very own copy of **AppleConfidential** instead.


The Mac® Bathroom Reader
Owen W. Linzmayer
The Way Cool Mac Book You Can Read Anywhere
Get the Straight Dope on the Most Interesting People, Products, and Events in the Mac Community
Amaze Your Friends with Your Knowledge of Fascinating Apple Facts
SYBEX

READTHE RAVE REVIEWS

"Go get this book. Trust me. You'll be glad that you did."
TheMac Street Journal

"May well be the single best Mac book everwritten!"
David Ramsey, former MacWEEKcolumnist

"The best book I've ever read about the people, products, and events that make up the Macintosh community...There's only one thing I didn't like about The Mac Bathroom Reader: it's too short. It's the first 'page-turner' computer book I've read!"
CompuServeMagazine

"Behind this slightly outre title lies an amazing little book: Owen Linzmayer has done the best reporting on the history of the Mac to date...This is one hell of a funny, informative, and iconoclastic book. Cheap, too."
Wired

Also reviewed in: Ambrosia Times • Hardcopy• MacNet Journal

The Mac Bathroom Reader (published by Sybex, ISBN 0-7821-1531-4) delivers the straight dope on Apple Computer, the most intriguing high-technology company ever. This 300-page paperback is an irreverent collection of amazing anecdotes, exploded myths, fun facts, embarrassing quotes, and rare photos.

- Revealed! The precise location of **the garage where Apple was born** and the identity of the forgotten founder who walked away from millions of dollars.
- We blow the lid off the oft-repeated myth that the famous **1984 commercial** aired only once. Added bonus: the entire text of Big Brother's speech.

- Peek behind-the-scenes of the **disastrous Lemmings commercial** to understand why it failed to help sales of "The Macintosh Orifice."

- Check out the most authoritative, comprehensive list of **secret Apple code names** ever assembled, with insight into how and why certain names where chosen for various products (find out what Lisa really stands for and why Apple had to pay BIG bucks for the Macintosh name).

- Hate to break it to you, but the Mac wasn't Steve Jobs' idea at all. In fact, he tried killing the project in its infancy. **Meet the true father of the Mac**, with a first-hand account of where the name Macintosh really came from.

- Discover the outrageously **short-sighted decisions** guaranteed to leave you slapping your forehead and asking, "What were they thinking?!"

- **Business boners**. Find out why savvy Bill Gates now considers forcing Apple to kill MacBASIC "one of the stupidest deals I have ever done."

- What are friends for? Read all about how Steve Jobs took advantage of Steve Wozniak when the two built the **first Breakout prototype** for Atari.

- Salivate over the **incredible fortunes** made by the fortunate founders, and find out how Wozniak took care of the many people Jobs neglected.

- Peruse **detailed timelines** of the major events in personal computing, including the development of Mac, Lisa, Apple III, NeXT, Windows, etc.

- Read true stories of the **dumbest things** people have ever done with Macs.

- Discover the **secret meaning of company names** such as Apple, Brøderbund, Farallon, Radius, Shiva, and dozens more. You'll be surprised!

- Learn to locate **Easter eggs** hidden in Apple programs you already own.

- **Fiascos!** Find out why the Apple III crashed and burned, and see with your own eyes the final resting place of thousands of Lisa computers.

- Need a **liquid lift-off**? Jolt Cola is fine, but we'll show you exactly how it measures up to other beverages (hint: coffee is king).

- Big words from small minds: The **best/worst things ever said about Apple**.

- Blasts from the past. Read the computer **press reactions to the original Mac** and see which compliments and complaints are still valid to this day.

- What's the real story behind **Clarus The Dogcow**? Find out inside by the man who wrote the mysterious Technical Note #31. Moof!

- How did Microsoft unseat IBM as Apple's **public enemy #1**, and why is Cupertino cozying

up to Big Blue? The Mac Bathroom Reader reveals all.

Amaze your friends with your mastery of all thistrivia and so much more great stuff Apple Computer would rather younever knew! Order today!

For a taste of the kind of trivia in The Mac Bathroom Reader, download a copy of MacUser's You Don't Know Mac. This free game contains over 1,000 questions and answers, most of which were taken from my book.

HOME PAGE	MAIL ORDER	RECENT WRITINGS	BOOK REVIEWS	CONTACT INFO

Home Page * MailOrder * Recent Writings * BookReviews * Contact Info

Send comments, questions, or corrections toOWL@Bigfoot.com.